बढ़ी है। इसलिए उसमें भी बहुत अधिक कम्पटिशन है। जैसे पिछले वर्ष 129 मिलियन टन की कैपेसिटी के अगेंस्ट अगर हमने 102 मिलियन टन की पैदावार की तो उसमें से केवल 5.14 मिलियन मीट्रिक टन था जिसको हम एक्सपोर्ट कर पाए, लगभग पांच परसेंट के करीब। हिन्दुस्तान की जो सीमेंट कैपेसिटी है, यह दुनिया में सैकेन्ड लार्जेस्ट कैपेसिटी है। चाइना का आपने जिक्र किया, हम लोग प्रयास कर रहे हैं कि इसका एक्सपोर्ट बढ़े। लेकिन यह भी मद्देनजर रखें कि चाइना एकमात्र ऐसा देश है, जिसकी सीमेंट की कैपेसिटी हमसे ज्यादा है। हम दूसरे नम्बर पर हैं 129 मीट्रिक टन की साथ। चाईना की कैपेसिटी आज भी 750 मिलियन मीट्रिक टन है और साढे सात सौ के अगेन्स्ट् चाईना के अंदर जो प्रोडक्शन है, वह 600 मिलियन मीट्रिक टन का है। अपना माल दूसरे देशों में बेचने के लिए चाईना को भी यह कठिनाई आ रही है और 600 मिलियन मीट्रिक टन में से वह केवल 9 मिलियन मीट्रिक टन ही एक्सपोर्ट कर पाएगा।

Earnings of DD

*265. SHRI K. RAMA MOHANA RAO:††
SHRI RAMA MUNI REDDY SIRIGIREDDY:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the revenue earnings of Doordarshan during the last three years, year-wise;

(b) the steps being taken to re-organise the marketing system of Doordarshan; and

(c) the source of revenue of Doordarshan apart from advertisements?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD): (a) to (c) A Statement is laid on the Table of the House.

Statement

(a) Doordarshan has informed that it's total revenue (including commercial revenue) for the last three years is as follows:

1999-2000=Rs. 603,94,08,589
2000-2001=Rs.643,40,64,614
2001-2002=Rs. 622,87,22,397

(b) Various steps have been taken to reorganize the marketing system which include operationalization of Marketing Divisions at

††The question was actually asked on the floor of the House by Shri K. Rama Mohana Rao.

Mumbai, Chennai, Hyderabad, Bangalore, revision of commercial rates, full exploitation of commercial potential of various programmes, publishing of Doordarshan's advertisements in print media, acquisition of quality software, opening of new Development Communication Division to cater to the requirements of various Ministries/Departments/Public Sector Undertaking etc.

(c) Apart from advertisements, Doordarshan earns revenue from:

(i) Sale of telecast rights for global marketing of cricket matches organised by the Board of Cricket Control of India (BCCI);

(ii) Revenue from encryption of DD-Sports;

(iii) Sale of footage;

(iv) Providing of technical facilities and programme footage/ clipping to outside Indian and Foreign Agencies; and

(v) Processing fee charged from the producers of programmes.

SHRI K. RAMA MOHANA RAO: Sir I would like to know from the hon. Minister whether it is true that the source of revenue of Doordarshan is hampered a lot due to outstanding dues from various producers and agencies. If so, what steps the Prasar Bharati has so far taken or proposed to take to recover the amounts from the defaulters?

Part (b) is: Whether it is true that the DD has entered into an agreement with the Global Cricket Corporation to telecast live the ICC World Cup. If yes, how much the DD is going to earn through this telecast?

SHRI RAVI SHANKAR PRASAD: Sir, as far as the revenue consideration is concerned, Doordarshan, being a public broadcaster in terms of the Prasar Bharati Act, has to retain that commitment. Therefore, revenue, *per se,* would always be a secondary consideration. But within the limitation of a Statutory obligation, Doordarshan certainly takes steps.

As far as the second part of the question is concerned, I wish to inform the hon. Member that as of now, Rs. 172.76 crores is due against many producers, out of which 25 are producers against whom the due amount is Rs. 1 crore or above. After becoming the Minister, I wise to inform, I have taken up this matter on a priority-level. I have suggested constituting a task force. I have also suggested having an Ombudsman, of the rank of a retired Supreme Court judge to expedite these matters; and, I am taking my very earnest effort to ensure that all dues are recovered at the earliest.

As far as the second part of the question is concerned, yes, Doordarshan has entered into an agreement whereunder we are to earn Rs. 20.43 crores by showing live 16 matches; and to make that sure, we have got a bank guarantee of Rs. 20.43 crores. That we have taken.

SHRI K. RAMA MOHANA RAO: Sir, I would like to know from the hon. Minister what steps his Ministry has taken to explore the commercial potential of various regional Kendras and to improve the quality of Doordarshan transmission through digitalisation.

Part (b) is: How is the DD rationalising the Rate Card to make it more attractive for advertisers and market agencies?

SHRI RAVI SHANKAR PRASAD: Sir, as far as the improvement of the quality of reception is concerned, the concern of my hon. Members is very right. After becoming the Minister, I have set a target for the engineering people; I have told them that I would like to see an improvement in the news reception within 15 days. Sir, if you see the quality of reception, it has certainly improved. It is going to go also to the Regional Kendras. yes, Doordarshan has a great asset of wide viewership, but they have not properly explotied their asset; they have not properly marketed their assets. Therefore, I have suggested to them that this reach also needs to be marketed so that in the present competitive market, we are able to earn more.

SHRI RAMA MUNI REDDY SIRIGIREDDY: Sir, it is hard to disgest that Doordarshan is placed at 4th among the broadcasters in terms of earnings in spite of covering over 87% of population and 479 million people in the country. In the light of this, I would like to know from the hon. Minister whether it is true that McKinsey study in November/ December, 1999, suggested reintroduction of licence fees. If yes, what are the details of the study and the action that has been contemplated by the Government on it?

Part (b) is: Sir, the reply says that there is a shortfall in 2001-2002. I would like to know from the hon. Minister, what are the reasons for shortfall in revenue in 2001-02 when compared to 2000-01?

SHRI RAVI SHANKAR PRASAD: Sir, as far as Part (b) of the question is concerned, 2-3 agencies like the Buddha Films, Channel-9, all had come with big amounts, Rs. 61 crores. But they found that their whole projection was very big. Therefore, in that particular slot, because of

that component, the earning has become big. But, because they withdrew suddenly-though we encashed the bank guarantee—therefore, there is a little shortfall.

As far as the McKinsey report is concerned, yes there is an insistence upon them, but we have to take a structured view taking into account the whole larger mandate of Doordarshan being a public broadcaster. Therefore, that issue is engaging my attention.

SHRI KULDIP NAYYAR: Sir, I have to remind the Minister. Doordarshan is a public utility service and when one sees the programmes one finds as if the programmes is being shown to get more revenue. You yourself said, look here, we are marketing the programmes. Because of this the quality of the programmes goes down, because of this the kind of programmes which should be there are not shown. Would the Minister agree to appoint an ombudsment to look into the programmes just like he said ombudsman should be on that side because one finds that the Prasar Bharti Board has not fulfilled the role which was expected of it?

SHRI RAVI SHANKAR PRASAD: Sir, Mr. Nayyar is an hon. Member and a very experienced person. I think this conclusion that Prasar Bharti has not discharged its role effectively would be too presumptuous. That is all I have to say. As far as that is concerned, yes, this is indeed a dilemma, Sir, on the one hand some hon. Members complain "why is your revenue going down?" and on the other, in the same House I am having questions "why do you bother for revenue?" Therefore, we have to strike a balance. And the balance is, yes, we shall retain our public character. The problem is that content creation, money has been found to be less. Sir, we have already given Rs. 80 crores to Doordarshan so that in-house good content creations can be made. That effort will be made. Yes, I must tell the hon. Member that some of the best talents are still available in Doordarshan; and in order to utilise their potential properly, I shall do my best for that.

SHRI B.J. PANDA: Sir, I would like to draw the attention of the hon. Minister to news reports of this morning which cite a market survey that Doordarshan news still has the largest audience reach amongst all news channels. This is commendable after 10 or 12 years of so many channels coming in. But this does not commensurate with the revenues that Doordarshan apparently is getting. Will the Minister give us some

statistics how the revenue figures compare with the other news channels' revenues; and what he propose to do to bring it on a part with private channels?

SHRI RAVI SHANKAR PRASAD: Sir, as far as comparison of statistical details of Doordarshan with other channels are concerned, I will have to procure that. But let me remind the hon. Member one thing more. The manner in which and the strategy which the other channels adopt to market their news, Doordarshan can never do that. For instance, now every line is being marketed. Even the headlines are being marketed. Doordarshan cannot do that because we have a mandate. Therefore, maybe, for revenue purposes there may be a shortfall. But within all these limitations of a public broadcaster, Doordarshan has tobe professional, market-oriented by having a good marketing strategy.

Infant and maternal morbidity and mortality rate

*266 SHRI SURESH PACHOURI: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to State:

(a) the present status of infant and maternal morbidity and mortality rate;

(b) how this differs from State to State;

(c) the factors responsible for high rate of infant and maternal morbidity and mortality;

(d) whether any targets have been fixed for reducing them;

(e) if so, the details thereof;

(f) how these have been achieved; and

(g) the steps taken by Government to tackle the problem?

THE MINISTER OF HEALTH AND FAMILY WELFARE (SHRIMATI SUSHMA SWARAJ): (a) to (g) A Statement is laid on the Table of the House.

Statement

As per Sample Registration System (SRS) of Registrar General of India, the latest available Infant Mortality Rate (IMR) for India for the year 2001 (provisional) is 66 per thousand live births. The IMR has declined from 68 in 2000 to 66 in 2001. The IMRs for all the States for